

Message Text

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E.O. 11652: N/A

TAGS: BEXP FI

SUBJ: PLANS OF FINNISH CABLE TV GROUP TO VISIT USA

REF: USDOC 19887

BEGIN SUMMARY: ASSISTANCE REQUESTED FROM THE COMMERCE DEPARTMENT ON BEHALF OF THE FINNISH CABLE TV ASSOCIATION PLANNING A TRIP TO THE USA IS SET FORTH IN THE FOLLOWING PARAGRAPHS. END SUMMARY.

1. THE FINNISH CABLE TV ASSOCIATION PLANS TO LEAVE HELSINKI APRIL 19 WITH A DIRECT FLIGHT TO CHICAGO RETURNING FINLAND APRIL 29 OR 30. THEY HOPE TO HAVE 30 OR MORE IN GROUP TO QUALIFY FOR REDUCED AIR FARES BUT WILL HAVE MINIMUM OF 10 GOING IN ANY CASE ACCORDING TO ASSOCIATION CHAIRMAN MARCUS MOBERG OF TELESTE OY. GROUP WISHES PARTICIPATE IN NATIONAL CABLE TELEVISION ASSOCIATION CONVENTION AND SEMINARS AND VIEW EXPOSITION APRIL 21 - 24 IN CHICAGO.

2. AFTER CONVENTION GROUP WISHES GET ACQUAINTED WITH ONE OR TWO WIRED CITY SYSTEMS IN ACTION AND CITES FOLLOWING EXAMPLES:

THETA-COM/SRS DIVISION
9320 LINCOLN BOULEVARD
LOS ANGELES, CALIFORNIA 90045

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WHO HAS A TWO-WAY SYSTEM IN EL SECUNDO, OR

THE "TICCIT-SYSTEM" OF THE RESTON TRANSMISSION COMPANY IN RESTON, OR SUBSCRIBER RESPONSE SYSTEM OF TELEPROMPTER CORPORATION IN LOS GATOS, CALIF.

3. POTENTIAL PARTICIPANTS IN TRIP REPRESENT FOLLOWING GOVERNMENT AGENCIES, COMPANIES AND ASSOCIATIONS:

- CHAMBERS OF COMMERCE
- THE FINNISH CABLE TV ASSOCIATION, AND ITS COMPANY MEMBERS
- MANUFACTURERS OF CABLE TV EQUIPMENT (TELESTE)
- PRESS AND RADIO
- ADVERTISING BUREAUS
- POST AND TELEGRAPH
- TELEPHONE PLANTS
- THE FINNISH INSTITUTE OF TECHNOLOGY

4. CHAIRMAN MOBERG COMMENTS THAT A COMMITTEE OF THE FINNISH PARLIAMENT IS NOW CONSIDERING THE FUTURE AND NATURE OF CABLE TV IN THIS COUNTRY. HE EXPECTS THAT LEGISLATION WILL BE ADOPTED NEXT YEAR. THERE IS CONSIDERABLE CONTROVERSY ON THE MERITS OF PRIVATE VERSUS PUBLIC TV. HE STATES THAT GROUP PARTICIPANTS WILL BE INFLUENTIAL MEN IN THEIR LINES AND THAT TRIP TO USA SHOULD INFLUENCE AND STIMULATE DEVELOPMENT OF CABLE TV IN FINLAND. THE EMBASSY OF COURSE IS BEING CAREFUL NOT TO GET INVOLVED IN THE PUBLIC DEBATE ON LEGISLATION.

5. ASSOCIATION INQUIRES WHETHER FUNDS ARE AVAILABLE TO ASSIST IN PAYING TRAVEL COSTS THIS GROUP TO USA. CHAIRMAN NOTES THAT OTHER COUNTRIES, E.G. WEST GERMANY, PAY TRAVEL COSTS FOR POTENTIAL BUYING GROUPS.

COMMENT: CHAIRMAN MOBERG STATES THAT HIS GROUP PREFERS NOT TO WORK THROUGH MR. NORWOOD BECAUSE THEY BELIEVE HE IS ESSENTIALLY FOCUSING ON PHILOSOPHICAL OR THEORETICAL LEVEL. GROUP WANTS TO FOCUS ON ACTUAL SYSTEMS IN OPERATION AND TALK WITH THE MEN OPERATING THEM.
KREHBIEL

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